

PETER J. SOLOMON COMPANY HIRES SENIOR BANKER JOHN S. SHELDON TO EXPAND ITS CONSUMER PRODUCTS PRACTICE

July 14, 2009..... New York, NY. Peter J Solomon Company (PJSC), a 20-year-old independent investment banking advisory firm, announced today that John S. Sheldon, 54, has joined the firm as a Managing Director to lead and expand its Consumer Products practice.

Chairman Peter J Solomon said, “John Sheldon is a terrific addition to our growing roster of senior bankers and we are thrilled to have him at the firm.” In the last six months, the firm has added 10 senior bankers in health care, media and communications, retail and restructuring.

Kenneth T. Berliner, PJSC’s President said, “John Sheldon is an experienced banker who will consolidate our consumer products practice globally.”

“I am attracted to Peter Solomon Company by the character and integrity of the firm, its impressive history and strong reputation for delivering high quality advice and creative solutions to its clients over the last twenty years,” said Sheldon. “I believe that the Consumer Products sector will be quite active for mergers and acquisitions and that PJSC’s unparalleled expertise with and insights into the Retail Sector will enable me to provide unique and cutting edge advice to my Consumer Products clients.”

As a 27 year Mergers and Acquisitions veteran of Goldman Sachs, JP Morgan and Lazard, Sheldon has represented clients across a wide range of Consumer Products sectors including Food, Beverage, Tobacco, Wine, Spirits, Beer, Luxury Goods, Apparel, Household Products, Personal Care and Consumer Durables. At JP Morgan he co-headed that firm’s Global Consumer Products practice and at Goldman Sachs was a leader in its investment banking team focused on the largest privately held companies in the world. He has significant experience in working with international companies on cross border transactions and maintains numerous relationships among many of the leading financial sponsors.

In recent years he has advised the consortium of SUPERVALU and Cerberus in its acquisition of Albertsons, USFilter in its sale to Vivendi, Emcore in the sale of Gelcorp to General Electric, Quaker Oats in its sale to Pepsico, Mars in its acquisition of Nippon Conlux and Piper Jaffray in its spinoff from USBancorp, to name a few.

John Sheldon received his MBA degree from Harvard Business School and he graduated from Bennington College, on whose Board of Trustees he later served, with a B.A. in Political Economy.

Inquiries may be directed to PJSC Managing Director, Diane M. Coffey, 212-508-1605; dcoffey@pjsolomon.com.

PJSC is a leading private investment banking advisory firm headquartered in New York City. Founded in 1989, the firm provides strategic and financial advice to public and private companies on mergers, acquisitions, restructurings, recapitalizations and public and private financings and refinancings. PJSC's practice covers a broad range of industries, including consumer products, health care, industrial products, media and communications, retail, apparel and direct marketing.

PJSC also advises Audit Committees, Special Committees and Board of Directors on complex financial transactions. Because it does not trade securities, publish research or invest or lend capital, PJSC provides independent, objective advice.

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